Debit Cards in Malaysia

February 2026

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2025 DEVELOPMENTS

Wallet integration lifts prepaid usage beyond transit

INDUSTRY PERFORMANCE

Expansion of e-commerce and recurring payments supports growth in pre-paid cards

Pre-paid card transactions increase as cards move into everyday recurring spend

WHAT'S NEXT?

Mobile wallets to drive everyday pre-paid card usage in Malaysia

Government-led cashless push is accelerating prepaid adoption

Cross-border connectivity enhances prepaid card utility

COMPETITIVE LANDSCAPE

Transit-linked prepaid cards gain momentum through innovation and payment flexibility

Touch 'n Go anchors open-loop prepaid leadership through wallet scale and global Visa interoperability

CATEGORY DATA

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Financial Cards and Payments in Malaysia - Industry Overview

EXECUTIVE SUMMARY

Policy support and wider acceptance underpin card usage

KEY DATA FINDINGS

INDUSTRY PERFORMANCE

Cashless infrastructure and digital commerce lift financial cards adoption in 2025

Government initiatives and infrastructure expansion support growth

Increased acceptance strengthens performance

WHAT'S NEXT?

Policy-led cashless momentum and DuitNow QR scale will sustain growth in cards and usage

Tokenised mobile payments and open loop transit access will lift everyday card relevance

Fintech ecosystems and PayNet programmes will accelerate activation and embed cashless habits

COMPETITIVE LANDSCAPE

Touch 'n Go leads issuance through transport-linked scale and feature upgrades

Visa retains strong position while Affin and BigPay show strong dynamism

MARKET INDICATORS

MARKET DATA

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SOURCES

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